

*NORTH
COTTESLOE SLSC*

TAKE3FORTHESEA PROPOSAL

MAY 2019



PREPARED BY
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Senior Ambassador
Take3fortheSea
NCSLSC

PRESENTED TO
The Town of Cottesloe



Our goals

2019/20

OBJECTIVES

1. To increase the awareness of: North Cottesloe SLSC club members, North Cottesloe beach goers, local surf lifesaving clubs and the Cottesloe community (residents, community groups, schools and businesses) of the Take3fortheSea message;
2. To implement a source reduction plan;
3. To work with local businesses, council and club sponsors on reducing our environmental impact;
4. To develop and facilitate a junior program incorporating opportunities for leadership in regard to Take3fortheSea.



proposed activities to meet objectives

SIGNAGE & BRAND AWARENESS



Using the Take3fortheSea logo and branding implement a marketing strategy to promote our initiative through:

- Quarterly member e-newsletters
- A Take3fortheSea webpage (as part of our club website) \$200
- Social media posts with links and tags to relevant third parties
- Internal posters positioned in prominent locations throughout the club *design and print costs \$50
- Painting of the newly built concrete wall at the top of the beach steps *Artist proposed Reif Myers (cost) \$1500
- Media articles
- Positioning of the Take3fortheSea bins at the top of our boat ramp
- Ensuring the Take3fortheSea flag is on display during each patrol
- Design and print of Junior Competition long sleeve T-shirts U8-U13s (x100 shirts) for marshalling with #take3forthesea logo . *\$20 per shirt. Totals \$2000

Cost: \$3750 Initial, \$2200 Ongoing



proposed activities to meet objectives

MEMBER & COMMUNITY EDUCATION



- Through junior beach cleans (informal and formal). At least 3 per year. This includes the logging of rubbish collected on the AMDI website. *Costs icypoles per Nipper 50c pp <\$600
- Through selection and training of between 8 and 12 “Eco-Surf Champions”. Juniors to nominate or be selected from U10-U13s by June 2019. During winter they are to attend a half day marine science course at AQWA to learn about marine science, environmental issues effecting the oceans, marine life and conservation. These champions are to assist in the teaching and promotion of the Take3fortheSea message within our junior membership as well as running of junior beach cleans. *costs per head for training course \$75pp x12 \$900
- Junior family movie night. To launch the start of the Surf Lifesaving season in October 2019.
- Screening of the Disney movie “A Dolphin Tale”. A movie based on a true story about a young dolphin that gets caught in a fishing trap and severely damages her tail.
- To include a pre-talk from a marine scientist to reinforce the Take3fortheSea message. *cost \$500



proposed activities to meet objectives

MEMBER & COMMUNITY EDUCATION



- Senior movie night and VIP invitation only event.
- Screening the movie Blue.
- A marine conservation film about the hidden crisis lapping on our shores in regarding to plastic, marine debris, over fishing etc.
- To be held at the Backlot Theatre West Perth. A 55 seat gold class theatre. To include a pre-talk from a marine scientist to reinforce the Take3fortheSea message and the benefits for our club and community. Invitation to extend to sponsors, parade of models of swimwear manufactured from recycled plastic, local businesses supporting recycling / upcycling / Take3fortheSea message etc. *Cost \$1800 theatre hire incl movie rights and preparation.
- Sculptures by the Sea rubbish competition
- Sculpture to be made from rubbish found on our beach. Rubbish has to be sourced between Cottesloe and Swanbourne. Rules include removal of rubbish at completion of contest and no rubbish to be brought onto beach. Schedule early October. Gain sponsorship for prizes. Open to all. Team entries. Event organisation and implementation. \$1500.
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- Cost: \$5300 Initial, \$5300 ongoing



proposed activities to meet objectives

RECYCLE SCHEME



- Develop policy and procedures to detail to club services for ensuring bottles and cans are collected for recycling. Liaise with local recycle company Greenbatch.
- Ensure adequate storage and signage for disposal of plastic bottles and containers. *Cost \$1500
- Facilitation of terracycle program for beauty products. Install collection bins in change rooms
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- COST: \$1500 Initial, \$1500 ongoing



proposed activities to meet objectives

SOURCE REDUCTION



- Choose one item to work with local businesses on reducing i.e. Cigarette butts. Assist in strategies to reduce the impact this has on marine health.
- Training and professional development of Ambassadors
- via Take3fortheSea head office
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- COST: \$2500 initial, \$2500 ongoing



people say ...

COTTESLOE BEACHES ARE CLEAN!





Mock up of ...

BEACH WALL REIF MYERS ARTIST





for further information

CONTACT



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